

<b>Brand: ASAHI SUPER DRY</b>	<b>Country: UK, France, Hungary</b>
<b>Project: Asahi Super Dry Fame driving campaign</b>	<b>Date: September 2021</b>

<p><b>Project background</b></p>	<p><b>THE BROAD CHALLENGE</b> Asahi Super Dry is a small sized lager brand internationally – the 47th largest by volume (excl. Japan) and outside of Japan. Innovation as a result is a key driver for growth to help us achieve our brand ambition to become top 10 international beer brand by 2030.</p>
<p><b>Commercial &amp; business objectives for the campaign</b></p>	<p>Become top 10 international beer brand by 2030 A distinctive &amp; meaningful campaign and execution which is consistently developed and executed across all the key touchpoints and lives up to the long- term brand ambition to become a distinct icon of modern Japan. The response to the brief should include:</p> <p><b>A media neutral campaign idea that represents:</b></p> <ul style="list-style-type: none"> <li>• <b>'Modern Japan'</b>: What does modern Japan mean? What is the framework &amp; what are the pillars/themes that define modern Japan?</li> <li>• <b>Ideas that are media agnostic and can be adapted to relevant touchpoints</b> that can resonate with our target audience.</li> </ul> <p><b>Each execution solution should deliver:</b></p> <ul style="list-style-type: none"> <li>• The campaign 'Big idea', Insight and solution that meets the key objective.</li> <li>• Demonstration of how the consumer and brand truths sit behind the big idea.</li> </ul>
<p><b>Brand positioning, Geography, Target consumer &amp; Moment</b></p>	<p><b>BRAND POSITIONING:</b> GO BEYOND EXPECTED <b>KEY MARKETS:</b> UK, France and Hungary</p> <p><b>TARGET CONSUMERS – ENRICHMENT SEEKERS</b> Passionate and dedicated to their cause; it's an extension of them (personal and career). Achieving is developing and progressing. Our consumers are less driven by material success – they derive a sense of accomplishment through developing and exploring. Curious, always contributing to and absorbing the conversations around them (an energetic mutual exchange of information). Worldly and cultured, thriving on new experiences.</p> <p><b>TARGET MOMENT: LIVELY DISCOVERY:</b> Whether it's a lively meal out with friends, a get together at home or a date night out, this is the evening where people are looking to reward themselves through going somewhere new, trying something different and sharing the experience with their friends and loved ones.</p> <p><b>What we want consumers to Think, Feel, Do:</b></p> <ul style="list-style-type: none"> <li>• <b>THINK:</b> Asahi Super Dry is a premium modern Japanese brand relevant for them</li> <li>• <b>FEEL:</b> Inspired and energised to make the most of the moment with our super dry taste and seek out what's next</li> <li>• <b>DO:</b> Choose Asahi Super Dry as their beer of choice for new refreshing &amp; invigorating experiences.</li> </ul>

<p><b>Brand positioning</b></p>	<p><b>BRAND PURPOSE:</b> Asahi Super Dry exists to spark exploration with the refreshing vibrancy of modern Japan.</p> <p><b>CONSUMER INSIGHT</b> <i>Life is about the journey, not the destination.</i> <i>I have to explore, learn and experience new things to feel I am living life to the full.</i></p> <p><b>WHAT WE OFFER</b> Refreshing experiences (of modern Japan) that go beyond the expected. Asahi Super Dry is modern Japan in a bottle.</p>
<p><b>Marketing objectives</b> <i>(Where do we want to get to?)</i></p>	<ul style="list-style-type: none"> <li>• <b>DRIVE AWARENESS (Salience):</b> Build awareness and consideration of ASD</li> <li>• <b>DRIVE TRIAL:</b> Drive trial to recruit consumers by reinforcing the superior super dry taste of ASD vs. competitors.</li> </ul>

<p><b>Marketing strategies</b> <i>(How are we going to get there?)</i></p>	<p>We will get there by delivering a distinctive and meaningful campaign plan and execution that will drive awareness and trial by positioning ASD as aspirational Modern Japan choice that offers a superior super dry taste that leaves you invigorated for your next discovery.</p> <p>We need a strategic campaign proposal with executions that meets the different market lifestage requirements is required:</p> <ul style="list-style-type: none"> <li>• The campaign idea, insight and creative solution that delivers against the objective.</li> </ul> <p>To support this, we will brew delicious beer, packed in beautifully designed packaging, available where you want it.....but that's our job!</p>
<p><b>Barriers to overcome</b></p>	<p>Overcome the barrier of being a Japanese beer consumed in sushi restaurants.</p>
<p><b>Ideal consumer response</b></p>	<p><b>WHAT WE WANT CONSUMERS TO THINK, FEEL, DO:</b></p> <p><b>THINK:</b> Asahi Super Dry is an aspirational lifestyle choice that offers a superior super dry taste.</p> <p><b>FEEL:</b> Inspired to 'go beyond the expected' and trial the 'Super DRY' taste of ASD.</p> <p><b>DO:</b> Choose Asahi Super Dry as their beer of choice.</p>
<p><b>Reason to believe</b></p>	<p>The world's first 'Super Dry' beer with a unique crisp, clean and dry taste, innovating traditional brewing methods.</p> <p>Japanese Master Brewers brew with the highest quality ingredients and unique techniques to ensure the perfect Super Dry taste.</p> <p>Created in modern Japan in 1987 and still Japan's number one beer.</p>

<p><b>Personality</b></p>	<ul style="list-style-type: none"> <li>• Energised,</li> <li>• Enthusiastic,</li> <li>• Adventurous,</li> <li>• Open-minded.</li> </ul>
<p><b>Mandatories</b></p>	<ul style="list-style-type: none"> <li>• Mixed gender target,</li> <li>• No age stereotyping,</li> <li>• No appeal to kids, e.g. avoid cartoons.</li> </ul>
<p><b>Budget</b></p>	<p>Use your imagination...but also your common sense.</p>
<p><b>What we would like to see in your pitch?</b></p>	<ol style="list-style-type: none"> <li>1. A demonstration you have understood our business opportunity.</li> <li>2. That you understand the ASD brand.</li> <li>3. Your recommended choice of media and touchpoints.</li> <li>4. Your campaign proposal – indicative creative (but we do not expect finished creative ideas).</li> <li>5. A team that we would really like to work with!</li> </ol>